

## **PURDUE ATHLETICS, GREATER LAFAYETTE COMMERCE TEAM UP TO PROMOTE BOILERMAKER SPIRIT, SPUR AREA ECONOMY**

August 24, 2010

WEST LAFAYETTE, Ind. – The notion of Town and Gown is alive and well between Purdue and Greater Lafayette.

The Department of Intercollegiate Athletics has teamed with Greater Lafayette Commerce on a number of initiatives designed to promote Boilermaker spirit throughout the community and attract more fans to Purdue football games, thereby spurring the economy for area businesses.

“A sold-out Ross-Ade Stadium is important to Purdue Athletics,” athletics director Morgan Burke said. “It inspires our young men on the field, sends a positive statement to potential future Boilermakers and helps us support a broad-based intercollegiate program.

“It also provides an economic stimulus for Lafayette and West Lafayette businesses, highlights our sense of community and offers a stage for our student-athletes as role models. That’s why we have partnered with Greater Lafayette Commerce to showcase Boilermaker spirit on both sides of the Wabash River.”

The flagship enterprise is the Boiler Bridge Walk, which will take place on Fridays before all seven home games and feature the team interacting with their fellow citizens as they walk across the John T. Myers Pedestrian Bridge.

Fans of all ages are invited to join Purdue Pete, the cheerleaders, Purdue pep band, the Boilermaker Special and community leaders. A different youth organization from the community will lead the team from the fountain on the West Lafayette side of the bridge across to Riehle Plaza, and the players will handout giveaway items each week.

The inaugural Boiler Bridge Walk will be held Sept. 10 beginning at 5:30 p.m.

Several ticket promotions also highlight the collaborative effort between Purdue Athletics and the community.

For the home opener against Western Illinois on Sept. 11, Purdue is offering discounted tickets for just \$20 – half off the regular price – as a promotion called “We’ll Come to Your Neighborhood if You’ll Come to Ours.” In an effort to make tickets easy to purchase, they are available while supply lasts at the following banks throughout the area: Bank of Indiana, Centier, Chase, Fifth Third, Lafayette Community, Lafayette Bank & Trust, Lafayette Savings, Old National, PEFCU, Regions and Salin.

In recognition of the significance that the date Sept. 11 has in history, Purdue has designated that game Military Appreciation Day. The Athletics Department will match each donated \$20 ticket purchased for the military, thereby doubling the number of tickets provided.

Sept. 18 – when the Boilermakers play host to Ball State – is Chamber Day, and all Greater Lafayette Commerce members and chamber members statewide may purchase tickets for just \$20.

Call Purdue group sales representative Alicia Spack (765-494-9476) for more information and to purchase tickets for Military Appreciation Day and Chamber Day.

The non-conference portion of the schedule concludes Sept. 25 against Toledo, and it's the Boilermakers' Hall of Fame weekend. The Class of 2010 – which includes legendary men's basketball coach Gene Keady and the leading basketball scorer in school history, MaChelle Joseph – will formally be inducted the night before and introduced at halftime of the game.

Fans should be on the lookout for Boilermaker football-themed banners throughout the area – 30 in downtown Lafayette, 25 along Veterans Memorial Highway, 22 along Sagamore Parkway and three on campus – as part of the Downtown Lafayette/West Lafayette Spirit Campaign.

Additionally, Greater Lafayette Commerce is introducing Gold & Black Fridays, encouraging business to have their employees wear Purdue's colors and decorate their offices Boilermaker-style.

To get fans geared up for the 2010 football season, the Boilermakers will hold a Meet the Team event Saturday, Aug. 28, from 11 a.m. to 1 p.m. on the north plaza area of Ross-Ade Stadium. Admission is free. For additional details, visit [purduesports.com](http://purduesports.com).

(For further information, please contact Tom Schott at 765-494-3145 or at [tschott@purdue.edu](mailto:tschott@purdue.edu))